



We all know what a wonderful resource the Internet and its web sites are, but sometimes we find that we cannot get an Internet connection where we and/or our customers are or we can only get a very slow and unreliable connection. This is the point where you wish you had your web site on a CD so the information you have posted on your web site could be accessed anytime and anywhere that you had access to a computer with an Internet browser installed on it.

Today, nearly every computer rolling off the assembly lines comes with a Internet browser installed on it. There are numerous Internet browsers available for free including Microsoft Internet Explorer and Netscape Navigator. Each browser interprets web pages a little differently, but overall they produce a document for the viewer that is similar to what you had intended if you follow general coding conventions.

Are you sure that all of the computer that your CD would be running on have an Internet browser installed on them?

What if some didn't?



Internet Explorer Administration Kit (IEAK)

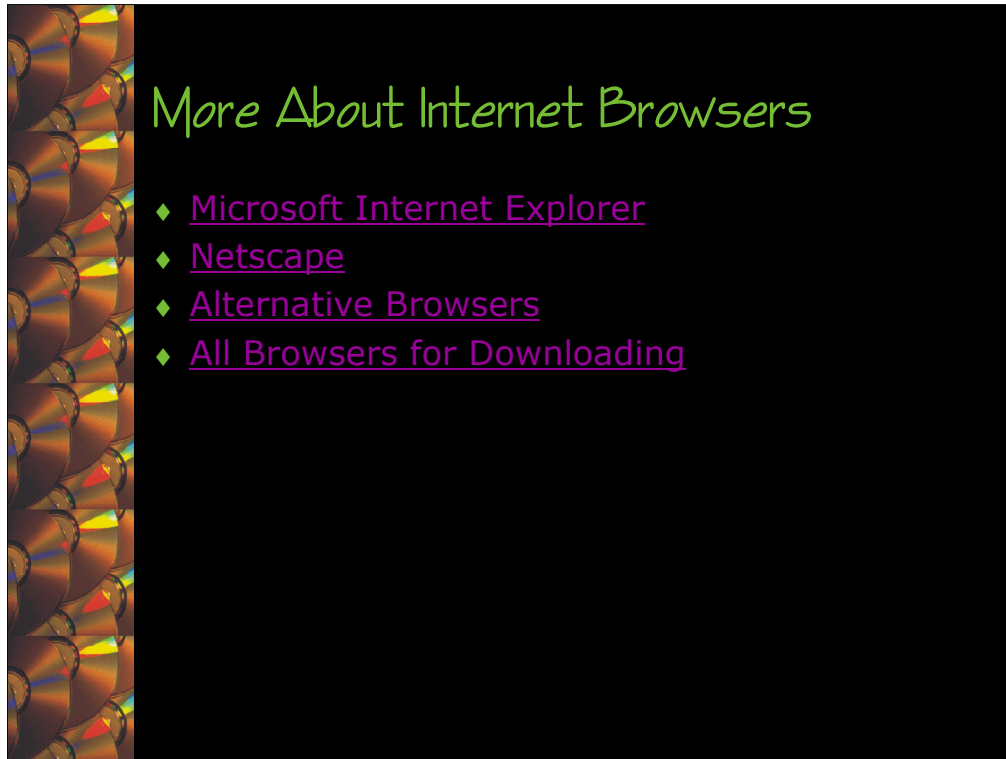
- ◆ Create a personalized version on Internet Explorer
- ◆ Add in your preferred links
- ◆ Distribute it freely!
- ◆ <http://www.microsoft.com/windows/ieak/default.asp>

If you should encounter a computer without an Internet browser, you can be prepared for that too by including a distribution copy of Internet Explorer right on your CD. Become a distributor of Internet Explorer by downloading the Internet Explorer Administration Kit (IEAK) for Internet Content Providers (ICPs).

<http://www.microsoft.com/windows/ieak/default.asp>

Once you have the Internet Explorer Administration Kit (IEAK) downloaded and installed, its wizard will help you customize Internet Explorer and prepare it for distribution on your CD. The wizard allows you to add your name as the distributor and insert your preferred links. All you need to do once you have it all customized is copy the file folder with the program files created by the wizard into your web site directory. We'll take a look at what this looks like later.

OK, so now that we have overcome the obstacle of insuring that we can install an Internet browser on the computer that our CD would be running on if it doesn't have one already installed, we're ready to move on!

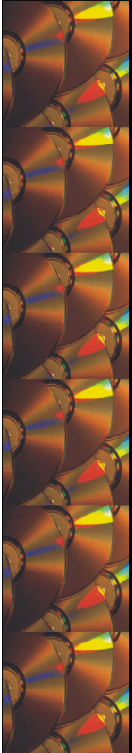


More About Internet Browsers

In order for an HTML-based CD-ROM product to run on a computer, it must utilize an Internet browser to display the pages. The Internet browser interprets the HTML and other coding and displays the text, graphics, and other page elements as indicated in the HTML code you have written. If there is not an Internet browser installed on the computer on which you are planning to run your CD, it will not display. The autorun program we will be installing on the CD to make it automatically launch when it is inserted will cause the HTML pages to display in the computer's default Internet browser.

There are many Internet browsers on the market. Some examples are:

- Microsoft Internet Explorer
- Netscape
- Alternative Browsers
- All Browsers for Downloading



Creating An HTML-Based CD-ROM

Three simple steps:

1. Design the "web site."
2. Add the "autorun" files.
3. Burn the CD.

Creating an HTML-based CD-ROM is actually exceptionally simple in the IBM format! Just follow these three simple steps:

1. Design the "web site."
2. Add the "autorun" files.
3. Burn the CD.

Ready to move on to more information about designing the web site?



1. Design the "web site."

- ♦ simple or complex
- ♦ only text on a single page
- ♦ colors, graphics and tables
- ♦ multiple web pages with hyperlinks as navigation to move between the pages
- ♦ hyperlinks to other URLs of other web sites
- ♦ Cascading Style Sheets and/or Templates
- ♦ forms and PHP or CGI processors to make them work
- ♦ digital video and audio files
- ♦ database to collect and return data to your users
- ♦ collect money on your web site by utilizing e-commerce technologies

1. Design the "web site."

Building a web site can be as simple or complex as you want it to be.

- A very basic web site might only have text on a single page.
- You can add colors, graphics and tables to that web page to make it more interesting.
- You can create more web pages and add in some hyperlinks as navigation to move between the pages you have created.
- You can add even more hyperlinks to other URLs in your web pages which will take people to other web sites.
- You can utilize Cascading Style Sheets and/or Templates to create a more uniform look and navigation for your web site.
- You can build in some forms and PHP or CGI processors to make them work.
- You can add in digital video and audio files using technologies such as Flash, Shockwave, MP3, Quicktime, and so on.
- You can add in a database in the backend to collect and return data to your users.
- You can collect money on your web site by utilizing e-commerce technologies.

The possibilities are nearly endless!



The Conceptual Basics of Designing a Web Site

Sometimes it is helpful to rethink how we design web sites, as each project has it's own requirements. The following articles are designed to help you work through the design process and address critical issues. (Each of these topics will launch it a separate window so you can continue to view this menu and continue on with your learning track.)

[Web Site Development and Design](#)

[Writing for the Web](#)

[The Completely Unofficial Rules for Web Site Design](#)

[Identity](#)

[Designing a Great Logo](#)

[Design Ideas](#)

[Creating Your Theme](#)

[Selecting Colors For the Web](#)

[Selecting Fonts For The Web](#)

[GIF versus JPEG](#)



I. Design the "web site."

Web Site Development and Design

- ♦ Vision: What do you envision as the purpose of the web site?
- ♦ Market: Who is your audience?
- ♦ Goals: What do you want the visitors to your site to do?
- ♦ Competition: What are your competitors doing?
- ♦ Differentiation: How do you want the site to be different from those of your competitors?
- ♦ Resources and Limitations: Include tangible and intangible.

1. Design the "web site." Web Site Development and Design

Go through these questions and answer them for each individual program/division/product and the overall organization. Then look at your answers and decide how you can get the information you want to share with your consumers to them and also satisfy their needs.

Use the analysis to guide your content development. Make it simple and interesting. You have to create value for the customer. You need to create information that will make them come back, visit other areas of the site, and/or refer others to the site.

Vision: What do you envision as the purpose of the web site?

- What do you want to achieve?
- What do you want to do with the web site?
- What are the user's needs?

Market: Who is your audience?

- Who do you want to attract to the site and what are their expectations?
- What are their needs, concerns, and questions?

Goals: What do you want the visitors to your site to do?

Competition: What are your competitors doing?

- Explore some of their web sites and try to identify their goals and target markets.
- Do you have written testimonials from customers?
- Can you establish yourself as an expert in the field?

Differentiation: How do you want the site to be different from those of your competitors?

Resources and Limitations: Include tangible and intangible.



I. Design the "web site."
Writing for the web

- ♦ **Content and Style**
 - Make sure your visitors will find your information useful to them.
 - If you want them to act on the information you provide, make sure you give them all the information they require in order to act immediately.
 - Make sure people know what your site will do for them.
 - Write conversationally to make the visit more personal.
- ♦ **Formatting**
 - Condense your most important point down to a one- or two-line headline.
 - Use subheads liberally.
 - Use italics for emphasis since they can help your visitor hear the emphasis you intended and they help your text sound more conversational.
 - Condense important points to bulleted lists.
 - Repeat your most important quotes using pull quotes.

Writing for the web

You want to design your page so your points are easy to understand. Writing for the web isn't much different than writing for print, but on-screen reading can be more difficult. You have to take steps to make it easier on your visitors.

Content and Style

- People use the web to find information that they need. Make sure your visitors will find your information useful to them instead of just useful for you.
- General overview information is fine, and can be extremely helpful. If you want them to act on the information you provide, make sure you give them all the information they require in order to act immediately.
- Make sure people know what your site will do for them. Put this information at the top of the page, so people can see what they'll get from you without scrolling. People scroll only if they think there's something of interest to them on your page.
- Write conversationally to make the visit more personal. The tone and writing style should be more casual, more conversational.

Formatting

- Everyone reads headlines! Condense your most important point down to a one- or two-line headline. For long articles, create a summary and include links to the main subheads in the article. This enables people to view the article at a glance, or quickly jump to any point.
- People skim headings looking for specific topics, so use subheads liberally.
- Use italics for emphasis since they can help your visitor hear the emphasis you intended and they help your text sound more conversational.
- Condense important points to bulleted lists.
- Repeat your most important quotes using pull quotes (quotes set larger and frequently in a different typeface).



I. Design the "web site."

Completely Unofficial Rules for Web Site Design

- ♦ The best web site don't trade readability for style.
- ♦ The best web sites create a sense of place- the site should be distinctively yours, no one else should be able to put their name on it and have it look like it was designed for them.
- ♦ The best web sites use a theme- a theme creates the kind of connection that a customer might experience if met the firm's staff personally.
- ♦ The best web sites are colorfully functional- color is most powerful when it performs a function.
- ♦ The best web sites are colorfully inventive- illustrations and animations make a lasting impression when they represent functions.
- ♦ The best web sites are simple- simple designs can make a great deal of information manageable.
- ♦ Well-designed complexity gives a sense that there's something here for everyone and allows for redundancy.

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1. Design the "web site." The Completely Unofficial Rules for Web Site Design

- The best web sites are informational- show sincere interest by providing free information.
- The best web sites tell a story- take your reader on a journey, but give them the option to skip to the main menu!
- The best web sites are fun- tasteful humor is a great way to disarm your visitors.
- The best web sites do exciting new things- it's all about creating a unique experience for the user.
- The best web sites use 3D- the illusion of depth adds strength to a page.
- The best web sites are designed for 256 colors (8-bit) and 640x480 resolution since that's the best many users can see. You could design for 800x600 as a compromise, but keep the text portion of your site within 640x480.



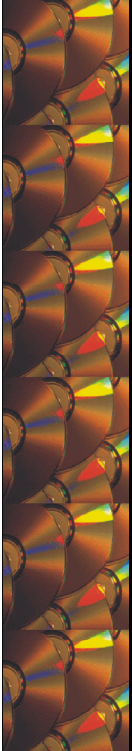
I. Design the "web site."

Completely Unofficial Rules for Web Site Design

- ♦ The best web sites never/always use a lot of graphics- keep the individual graphic sizes to a minimum. -30K of graphics per page is a good rule -6-8K per image is another good rule -The best rule is to make sure that you are using them for a reason! Use "ALT" tags on graphics since they appear before the graphic does, or in place of the graphic for users who have turned graphics off for speed.
- ♦ The best web sites have short pages- set an upper limit to the amount of text you put on each page; somewhere between 200 and 500 words per page. Base your decision on your audience, your content, and how text fits into your site's overall design. Long articles can be continued on additional pages.
- ♦ The best web sites have the most important information at the top of the page- put the most important information at the top of the page, within the first 300 pixels, since this is what everyone sees when they first arrive at a site.
- ♦ The best web site include contact information on every page. Include your company name, address, e-mail address, and your phone and fax numbers, and the site's main URL.

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I. Design the "web site." Identity

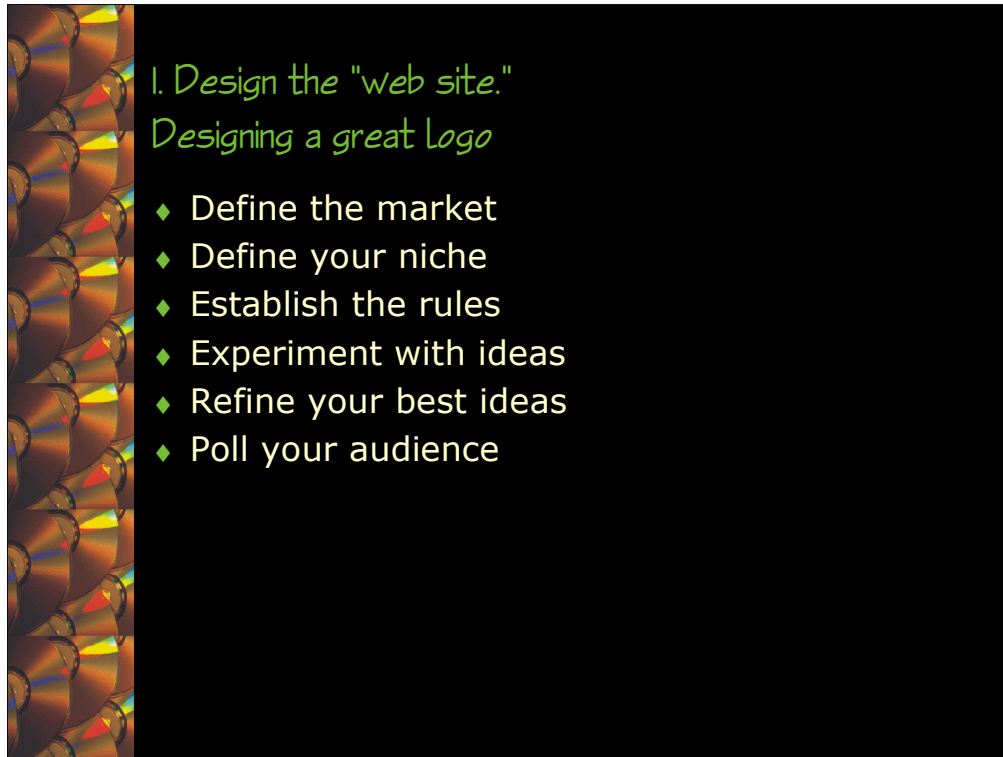
- ♦ Creating a complete profile:
 - What is the organization's history? What is its current work?
 - Get/do a realistic evaluation of the organization, services, or brand relative to the competition.
 - Why is this project needed exactly?
 - What does the organization want to achieve? Define every objective.
 - Who is the target audience? Are they currently being reached? Get the demographic information!
 - What is the organization's current image in the marketplace? How should it be perceived? What images should it avoid?
 - What is the budget for the project?
 - What is the schedule for the project?
 - Where and how will the design be used? Are there any size, format, or color requirements?
 - Define the parameters in which the designer must stay, whether creative or technical.

1. Design the "web site." Identity

Creating a complete profile of the organization/product/service is the first step to creating the logo and identity. Use the following questions to prepare your profile!

Creating a complete profile:

- What is the organization's history? What is its current work?
- Get/do a realistic evaluation of the organization, services, or brand relative to the competition.
- Why is this project needed exactly?
- What does the organization want to achieve? Define every objective.
- Who is the target audience? Are they currently being reached? Get the demographic information!
- What is the organization's current image in the marketplace? How should it be perceived? What images should it avoid?
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- Define the parameters in which the designer must stay, whether creative or technical.



1. Design the "web site." Designing a great logo

Define the market - Gather together the logos and some promotional items from your top three competitors and locate their web site. Jot down their tag line, note their visual style (typeface, colors). Check out their page layouts, headlines, illustrations, symbols, and color schemes. This is how you find out how they view themselves, the niche they are attempting to fill, and where there is room for you.

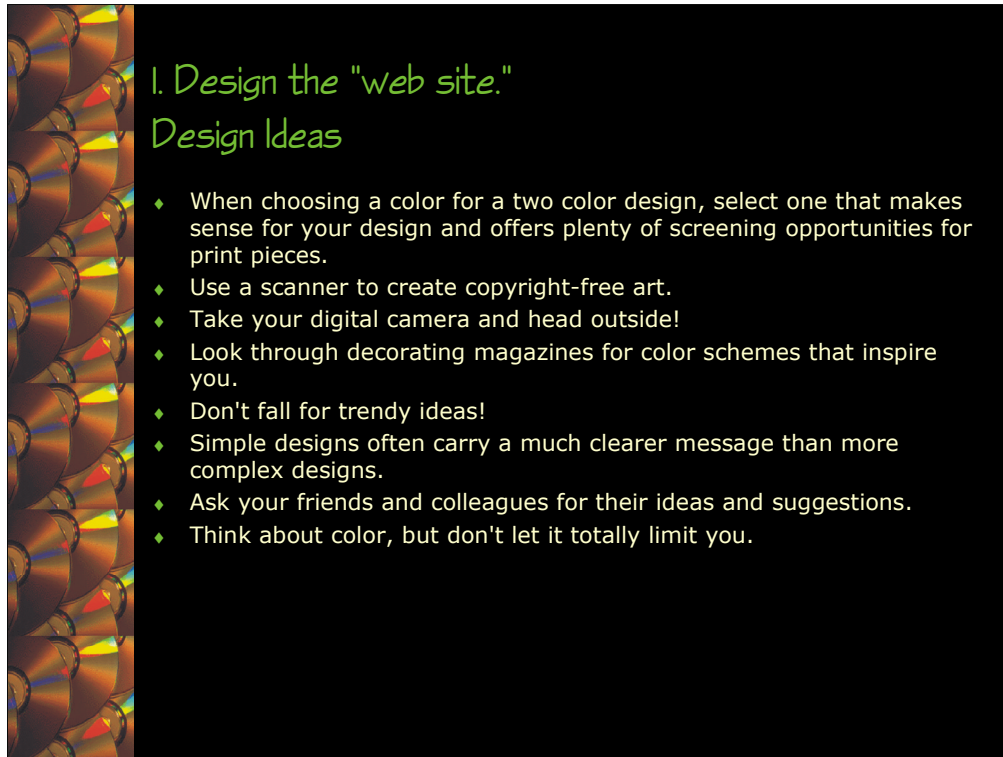
Define your niche - Analyze your organization like you did your competitors. Start by creating your tag line- these few words that will accompany your logo that spell out the benefit of using your product or service. Then identify the unique visual style you intend to pursue- are you established and reliable? Or a trendsetter?

Establish the rules - Decide where and how you will use the logo. Your logo should work at any size, so avoid detail that won't reproduce well at small sizes. Establish the number of colors it is practical to print. Ideally your logo should work in black and white and in two or more colors.

Experiment with ideas - Sketch out your best ideas! Try combining two visual images to create a third symbolic logo. Try stacking the words in the name of a company into a design of it's own. Once you have three to five good ideas, put them away for a few days and then return to them with a fresh perspective. Find one idea that is so great that you can't believe your competitors aren't using it, and then refine it.

Refine your best ideas - Refine one idea at a time. Work with it and then poll your audience. Repeat until you find the one image that is perfect for you.

Poll your audience - Poll your colleagues and customers to see if your idea is breaking through. Don't make the mistake of explaining what it means or your motivations- if they don't understand the design, it's back to the drawing board.



1.Design the "web site." Design Ideas

- When choosing a color for a two color design, select one that makes sense for your design and offers plenty of screening opportunities for print pieces.
- Use a scanner to create copyright-free art. Look around your business for simple objects or edited clipart to create illustrations that are often more appropriate than stock art. Flat objects such as cloth or paper, or small 3 dimensional objects like paper clips and rubber bands work well. There are many copyright-free books of clipart, illustrations, and ornaments available.
- Take you digital camera and head outside! Look at the architecture of your building and the landscape for ideas.
- Look through decorating magazines for color schemes that inspire you.
- Don't fall for trendy ideas! You have to live with what you select for a long time or pay a high price to change it.
- Simple designs often carry a much clearer message than more complex designs.
- Ask your friends and colleagues for their ideas and suggestions. You never know when someone will have a brilliant idea or will say something that gives you a brilliant idea!
- Think about color, but don't let it totally limit you. If the perfect logo needs to be created in a color outside your desired color scheme, then rethink your colors and see how they can be adjusted to bring everything into harmony.



I. Design the "web site."
Design Ideas

- ♦ Browse the Internet and look at all kinds of web sites, not just those in your field. See what catches your eye and what makes you say "yuck" and makes notes about both!
- ♦ Hit the bookstore and check out the latest magazines and books on web site and graphic design.
- ♦ Once you have some content to play with, create some basic page mockups with your favorite color schemes, fonts, graphics, etc. and see what they look like with some text.
- ♦ Wander into the fabric and craft stores and see what you can find that has the look and feel that you want.
- ♦ When you've hit a creative block, grab some crayons, colored pencils, markers, paints, and paper and then get some snacks and something to drink and sit down in front of the TV and put in a movie and just let your imagination play.

1. Design the "web site." Design Ideas

- Browse the Internet and look at all kinds of web sites, not just those in your field. See what catches your eye and what makes you say "yuck" and makes notes about both! Bookmark your most and least favorite sites for reference later.
- Hit the bookstore and check out the latest magazines and books on web site and graphic design. The field is changing so fast, that the perfect thing might be hiding in the newest releases.
- Once you have some content to play with, create some basic page mockups with your favorite color schemes, fonts, graphics, etc. and see what they look like with some text. Take these and poll your friends and colleagues to see what they prefer.
- Wander into the fabric and craft stores and see what you can find that has the look and feel that you want. You can scan clothing and upholstery materials to create interesting fills and backgrounds.
- When you've hit a creative block, grab some crayons, colored pencils, markers, paints, and paper and then get some snacks and something to drink and sit down in front of the TV and put in a movie and just let your imagination play. Get a child to join you and you get bonus points! This is a great way to find you're creativity again. If you're really getting no where, grab some finger paints!



1. Design the "web site." Creating your theme

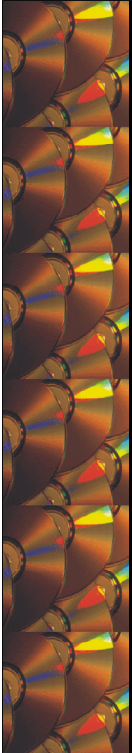
Establish site-wide consistency rules. One mouse-click can take someone to a new site at any point, a consistent style provides a significant visual cue to let people know they're still at the same site.

Create section wide guidelines, with some contrast between sections. Although it's important to maintain consistency throughout your site, you also want to provide enough contrast between its various sections that visitors will recognize them as discrete, separate units.

Decide on a standard width - You should decide on a pixel width for your site before you start designing individual pages. Two common widths are 485 pixels (Netscape Navigator's Macintosh default) or 600 pixels (Navigator's Windows default). The width that's right for your site will depend on which system most of your audience uses. Another option is to set your page up using percentages so that it adjusts to the screen width no matter what the visitor's browser width is set to.

Build a typographic hierarchy - You should also establish guidelines for the hierarchy of typographic elements at your site. A visual type hierarchy is the order in which viewers perceive information based on the scale - or relative size - of typographic elements. A visual type hierarchy can establish and immediately identify section headers, bulleted points, and other typographic elements to help users navigate through the page. Using scale to direct viewers from a section head or page title to the initial copy by positioning the elements in close proximity is an example of type hierarchy. You can also use scale to help readers find secondary sources of information, such as pull-quotes - those quotations separated out from the body of text into graphical page elements. Keep in mind that although your use of fonts is limited because of browser limitations and the different heading sizes are preset, you do have full control over the colors so use it to your best advantage!

Create a palette - Every Web site needs a palette with three to seven core colors that will become permanent members of your site's color scheme - including what you use for type. A color palette doesn't limit you to only those colors - you're always free to add colors later - but it does give you a guideline for working with a set of harmonious colors. (Base your choices on Netscape's Web-safe palette or Microsoft Internet Explorer's Web-safe palette.) When selecting your colors, note their hexadecimal and RGB values. You'll need the hexadecimal values for HTML authoring and the RGB values to specify them in Photoshop or other image editing software. It's also helpful to document the colors' CMYK equivalents in case you decide to transfer an online campaign to print.



1. Design the "web site."

Selecting Colors For the Web

- ♦ Most of us creating web content have better systems than our audience has.
- ♦ Browser-Safe Palette - The browser-safe palette, also known as the Web palette, the color cube, the 6x6x6 palette, Netscape palette, Explorer palette, or the 216-color palette, always refers to the same set of colors. This palette is composed of 216 specific colors that are universally recognized by browsers and operating systems, even on 8-bit systems. The browser-safe palette is composed of fixed 216 RGB (Red, Green, Blue) palate. You will notice that the Red, Green, and Blue settings are always some combination of the values 0, 51, 102, 153, 204, or 255. The corresponding HTML values (which are in "Hex," a system only an engineer or programmer could love) are always some combination of 00, 33, 66, 99, CC, or FF. This is because the browser-safe palette is fixed and restricted to using colors that are derived from a rigid mathematical formula.

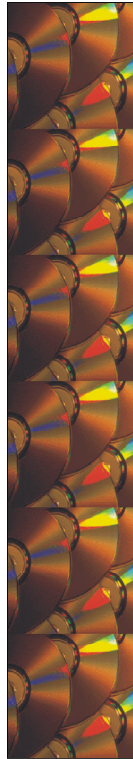
1. Design the "web site." Selecting Colors For the Web

Most of us creating web content have better systems than our audience has. You probably have a video card capable of displaying thousands (16-bit) if not millions (32-bit) of colors. Any color you choose to use in your HTML or graphics will appear on this type of system as you intended. Unfortunately, many visitors to your site are probably using computers that only display 8-bit color (256 colors). This means they can't see every color in the spectrum like you can and that is where the browser-safe palette comes into play.

Browser-Safe Palette - The browser-safe palette, also known as the Web palette, the color cube, the 6x6x6 palette, Netscape palette, Explorer palette, or the 216-color palette, always refers to the same set of colors. This palette is composed of 216 specific colors that are universally recognized by browsers and operating systems, even on 8-bit systems. The browser-safe palette is composed of fixed 216 RGB (Red, Green, Blue) palate. You will notice that the Red, Green, and Blue settings are always some combination of the values 0, 51, 102, 153, 204, or 255. The corresponding HTML values (which are in "Hex," a system only an engineer or programmer could love) are always some combination of 00, 33, 66, 99, CC, or FF. This is because the browser-safe palette is fixed and restricted to using colors that are derived from a rigid mathematical formula.

Selecting Colors for Your Palette - Colors evoke feelings and represent ideas so the knowledgeable and appropriate use of color is critical in Web design. You must be sure that the site is easily readable and that the palette used in background, graphics, links and content work together.

•Blue is the most popular color. It conveys peace, tranquillity, harmony, trust, and confidence. Blues are a wonderful compliment to earth tones and neutral colors like gray and beige and work well with pastels and "cool" shades like greens. Lighter shades of blue make very nice backgrounds for casual and positive Web sites. Be careful when using orange with blue because these two colors vibrate against each other and can cause a jarring visual effect. WARNING: blue is the worst choice when developing sites for food or cooking because there are no blue foods on earth and it is known to be an appetite suppressant!



I. Design the "web site."

Selecting Colors For the Web

- ♦ Selecting Colors for Your Palette
 - Blue conveys peace, tranquility, harmony, trust, and confidence.
 - Beige is a neutral color. It suggests practicality and conservatism.
 - Black is sophisticated, mysterious, and a classic.
 - Brown depicts stability, simplicity, and comfort.
 - Green generates strong feelings. It can represent loyalty, intelligence, fertility, healing, food and ecology or it can create negative images of reptiles, insects, and envy.
 - Gray is the most conservative color. It represents practicality, security, reliability, and sadness.
 - Lavender generates feelings of romance, nostalgia and daintiness.
 - Purple is the color of mystery, royalty and spirituality.
 - Orange is an enthused, vibrant, and expansive warm color.
 - Red is intense and passionate.
 - Yellow depicts optimism, happiness, idealism, and imagination.
 - White is the color of cleanliness, purity, youth, simplicity and innocence.

- Beige is a neutral color. It suggests practicality and conservatism. It works nicely with graphics that are earthy, like browns and greens, or blue and pink palettes as a background. Beige allows maximum readability as a background.
- Black is sophisticated, mysterious, and a classic. Black is the preferred background for an artist's portfolio and works well for technical sites. Online reading can be difficult on a black background, but it can be done successfully using text colors which contrast heavily such as white and neon colors.
- Brown depicts stability, simplicity, and comfort. Sepia toned photographs and designs using different shades of brown accented by colors like green and blue or red and orange will make this color work to it's full potential. Brown is an excellent choice for a site featuring ideas of hearth and home or outdoor activities.
- Green generates strong feelings. It can represent loyalty, intelligence, fertility, healing, food and ecology or it can create negative images of reptiles, insects, and envy. It is a logical choice for financial sites. Avoid using red with green because they vibrate off each other making reading extremely difficult.
- Gray is the most conservative color. It represents practicality, security, reliability, and sadness. Use another neutral tone unless you desire to convey extreme conservatism.
- Lavender generates feelings of romance, nostalgia and daintiness. It is a very popular for creative sites. It works well with other pastels, cool tones like blue and green, and as a highlight for a neutral gray.
- Purple is the color of mystery, royalty and spirituality. It is frequently the only choice for the unconventional and creative. Use a highly contrasting color for content so that your words are readable if you use it as a background.
- Orange is an enthused, vibrant, and expansive warm color. It can really grate on your visitors' nerves if you use too much of it. It makes a nice highlight color.
- Red is intense and passionate. It's an excellent accent color, especially when used with neutral colors. Combined with other warm tones like oranges, browns, and yellows, it could make your site stand out above others! Be careful when using it with green, blue and purple because they can clash horribly.
- Yellow depicts optimism, happiness, idealism, and imagination. Use it only when you want to convey bright, cheery feelings.
- White is the color of cleanliness, purity, youth, simplicity and innocence. It offers the best readability on screen as a background.



1. Design the "web site."

Selecting Fonts For The Web

- ♦ Common PC fonts: Verdana, Arial, Times New Roman , Courier New
- ♦ Common Unix fonts: Helvetica, Times
- ♦ Common Macintosh fonts: Verdana, Arial , Helvetica, Times, Courier, Palatino
- ♦ New Wave Fonts For Use In Graphic Elements: Cheap Signage Standard (extended), Micro Extended (square), ,Futura Light (simple), Pilsner (geometric), Ocra (techno), Streamline (retro)
- ♦ Top Ten Web Fonts: Officina Sans, Officina Serif, Rockwell, Garamond, Franklin Gothic, Palatino, Univers Condensed, Insignia, WingDings, Orator

You can make even the most basic font selections stand out using any of the following options:

- ♦ Special Effects For Fonts: blurred, pixilated, transparent
- ♦ Formatting Options: tight leading, outlined, cut off edges (white text on black or other colored background), spaced out, tight tracking

1. Design the "web site." Selecting Fonts For The Web

Selecting your text fonts is very important because your visitors are coming from a variety of operating environments. You want to make sure that your font tags have one of the fonts included in them from each of the three main environments. For example your tag might look like this: `font face="Arial, Helvetica, sans-serif"`. That ensures that your visitors will be able to view your site with minimal variations!

Common PC fonts: Verdana, Arial, Times New Roman , Courier New

Common Unix fonts: Helvetica, Times

Common Macintosh fonts: Verdana, Arial , Helvetica, Times, Courier, Palatino

When selecting fonts for use in your site as graphic elements, you might check out these. They are the most popular among designers currently.

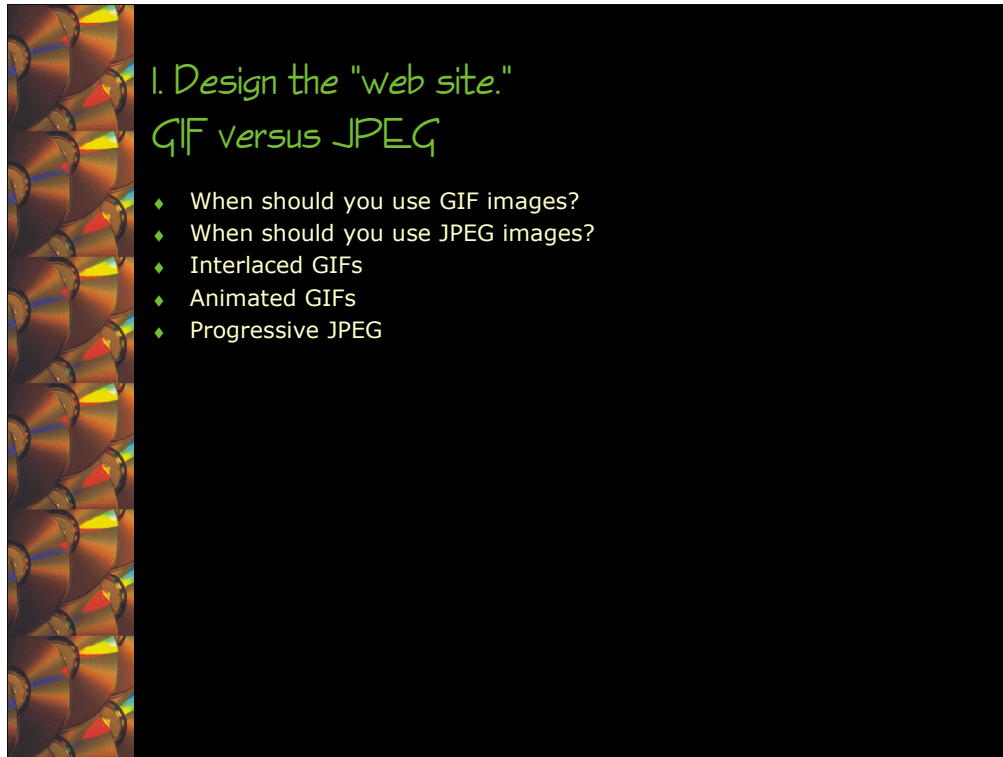
New Wave Fonts For Use In Graphic Elements: Cheap Signage Standard (extended), Micro Extended (square), ,Futura Light (simple), Pilsner (geometric), Ocra (techno), Streamline (retro)

Top Ten Web Fonts: Officina Sans, Officina Serif, Rockwell, Garamond, Franklin Gothic, Palatino, Univers Condensed, Insignia, WingDings, Orator

You can make even the most basic font selections stand out using any of the following options:

Special Effects For Fonts: blurred, pixilated, transparent

Formatting Options: tight leading, outlined, cut off edges (white text on black or other colored background), spaced out, tight tracking



1. Design the "web site." GIF versus JPEG

The two most common graphics formats on the Web are GIF and JPEG. GIF is CompuServe's Graphic Interchange Format for compressing images. GIFs are the most common graphics files found on the Web, primarily because they were there first. JPEG stands for Joint Photographic Experts Group, the committee that established the standard. Most current browsers support both JPEG and GIF images.

When should you use GIF images? GIF is a good format for images with solid flat colors and those that have sharp and distinct edges, such as text and line art. GIF allows you to control each individual pixel. You have complete control over dithering with GIFs. GIFs can be transparent which enables you to create all kinds of shapes over a background pattern. The GIF color palette includes a maximum of 256 colors.

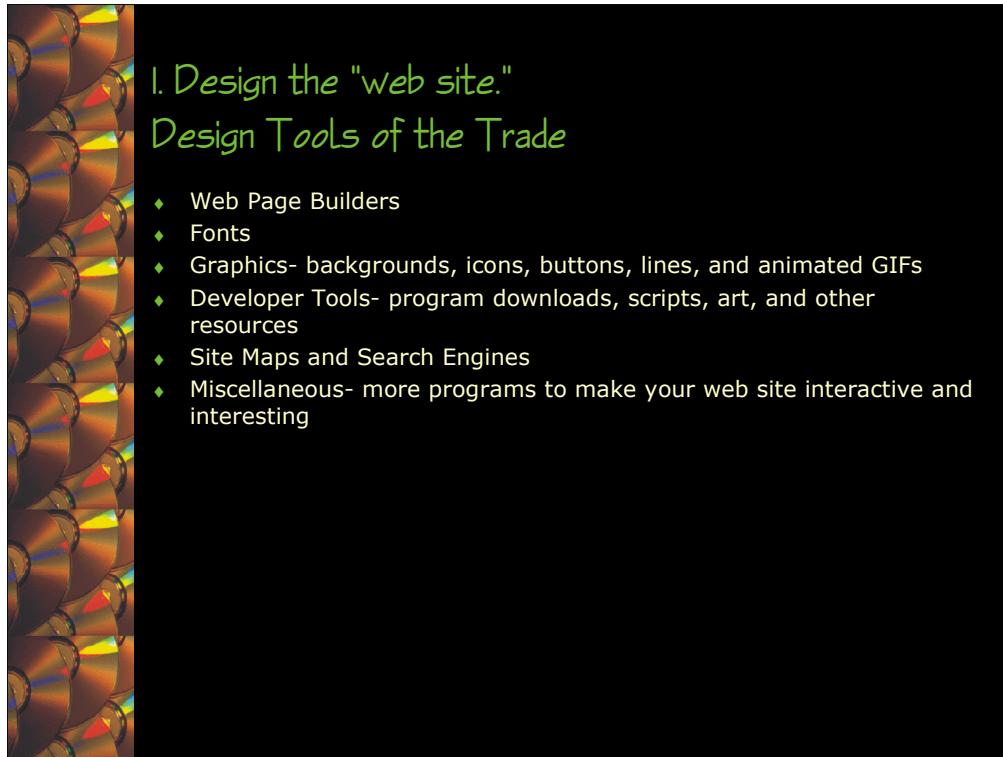
When should you use JPEG images? JPEG is usually a better file format to use for photographs and for images with subtle gradations. JPEGs look better than GIFs and compress to a smaller file size for photos. JPEG compression entails some degradation of image quality, especially when the graphics are highly compressed. JPEGs cannot be transparent. JPEGs use 24-bit color, which looks better on monitors that support thousands or millions of colors, but they will dither on monitors with 8-bit color.

Make the download process more bearable or create simple animation using a couple of variations on GIFs and JPEGs!

Interlaced GIFs - Interlaced GIFs load as blurry images at first, then progressively become more detailed. (Ordinary GIF image information is stored one pixel row at a time, starting at the top; interlaced GIF info also starts at the top but skips several rows at a time and then goes back to fill them in.) Interlaced GIFs make waiting for large images to load a little more bearable because visitors see something while they're waiting.

Animated GIFs - GIF images can also be used for animation; this type of graphic has come to be known as GIF89a. The GIF89a format allows you to create small, simple animations that can be viewed with almost any browser. Animated GIFs can easily become annoying if overused, especially on pages with lots of text.

Progressive JPEG - The progressive JPEG has all the compression advantage of a regular JPEG. It loads a low-resolution image first and then a high-resolution one. Progressive JPEGs are supported by only the most current browsers.



Design Tools of the Trade

Building your web design toolbox can be quite fun! The toolbox resources presented here can be a great aid to you when you're looking for inspiration or a solution to a pressing problem. (Each of these topics will launch it a separate window so you can continue to view this menu and continue on with your learning track.)

Web Page Builders

Fonts

Graphics- backgrounds, icons, buttons, lines, and animated GIFs

Developer Tools- program downloads, scripts, art, and other resources

Site Maps and Search Engines

Miscellaneous- more programs to make your web site interactive and interesting



Web Page Builder Tools

Evrsoft 1st Page 2000 (text-based)- This program helps you write and edit HTML.
<http://www.evrsoft.com/1stpage/>

Macromedia Dreamweaver (Free 30-day Trial Version)- The trial version offers tutorials, lessons, and every feature that makes it the professional choice for building websites and Internet applications.
http://www.macromedia.com/software/trial_download//

Macromedia HomeSite 5 (Free 30-day Trial Version)- The Program provides a lean, code-only editor for web development.
<http://www.macromedia.com/software/homesite/trial/>

Selida 2.0 - HTML coding with a built in WYSIWYG editor. It is good for beginners and profesional developers. Includes word wrap, search and replace, table and layer wizards and more. (Free)
<http://www.amaryllis.8m.com/selida.html>



Font Tools

Font Fairy- Download links to free, high quality commercial fonts and other treasures.

<http://www.printerideas.com/fontfairy/>

Microsoft typography- Web developers - download Microsoft WEFT 3. The Web Embedding Fonts Tool version 3 lets you link 'font objects' to your Web site so visitors will see text displayed in your choice of font.

<http://www.microsoft.com/typography/default.asp>



Graphic Tools

AnimatedGif.Net- This is an ever-growing collection of animated gifs (animation) and free graphic web images is provided as a free community service. As far as they know, all the animations in this site (including those they've created) are public domain images.

<http://animatedgif.net/>

Free Web Graphics Center Zone- Free backgrounds, icons, buttons, lines, and animated GIFs.

<http://kevin.rockcomputerma.com/>

CoolNotions.com- Free web page backgrounds, animated gifs, and other resources for webmasters.

<http://www.coolnotions.com/>



Developer Tools

Dynamic Drive- All scripts on this site take advantage of the latest in JavaScript and DHTML technology, with emphasis on practicality and backwards compatibility, to bring true power and interactivity to your site.

<http://www.dynamicdrive.com/>

Programmers Heaven- Over 19564 resources to explore including languages, platforms, applications, web developments, and other tools.

<http://www.programmersheaven.com/>

WebAttack.com- Download tons of freeware and shareware to help build and/or improve your web sites.

<http://www.webattack.com/freeware/freeware.html>

ReallyBig.com: The Complete Resource For All Web Builders- They offer more than 5000 resources for web builders including free scripts, CGI, counters, fonts, html, java, clipart, animation, backgrounds, icons, HTML editors, buttons, photographs, site promotion, easy-to-follow Tips and Tricks, and much more.

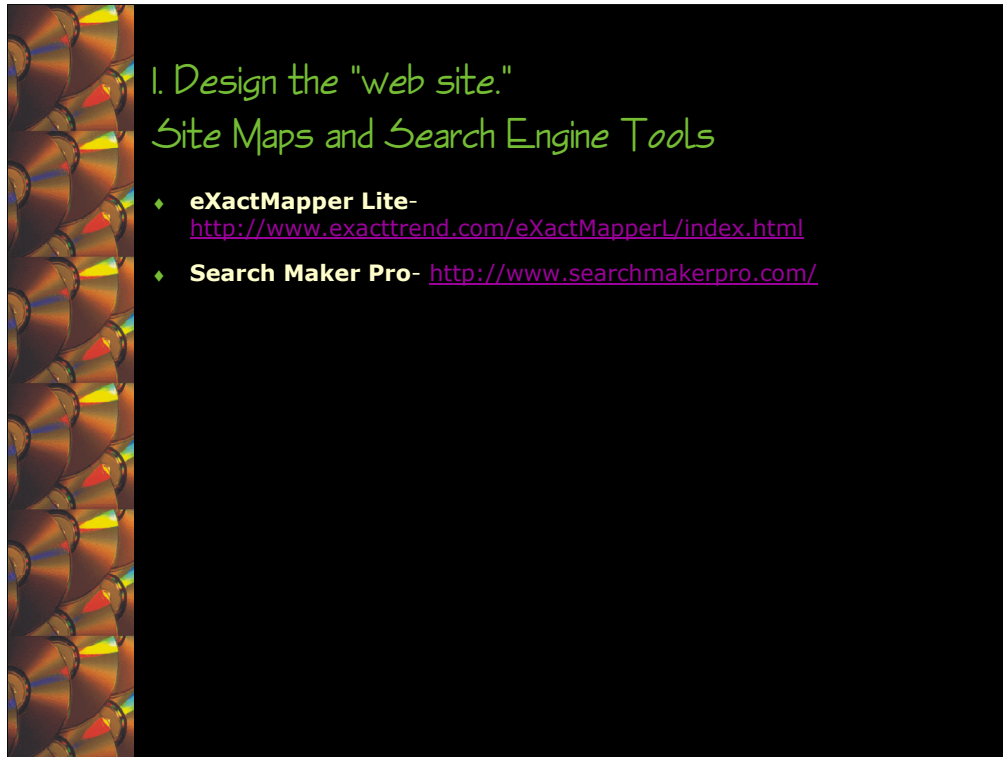
<http://www.reallybig.com/>

Builder.com- A CNET resource for web designers, programmers, architects, and managers.

<http://builder.com.com/>

PC World Magazine- Includes reviews, hot-to, downloads, and more.

<http://www.pcworld.com/>



Site Maps and Search Engine Tools

eXactMapper Lite- Create a professional site map for your Web pages without writing a single line of code. eXactMapper Lite offers three different and totally customizable HTML/DHTML site map styles, including a UL list, static tree and an index page.

<http://www.exacttrend.com/eXactMapperL/index.html>

Search Maker Pro- This program will examine a web site, indexing all the pages that it finds. It will then create a single HTML file that contains both these indexes and JavaScript to enable the indexes to be searched. (\$40)

<http://www.searchmakerpro.com/>



I. Design the "web site."

Miscellaneous Tools

- ♦ **A.S.C.T.-** http://groups.yahoo.com/group/TCB_Software/files/A.S.C.T./
- ♦ **CrossArtist-** <http://www.crossartist.com/asp/>
- ♦ **META Builder-** <http://vancouver-webpages.com/META/mk-metas.html>
- ♦ **Macromedia Fireworks** (Free 30-day Trial)- http://www.macromedia.com/software/trial_download/
- ♦ **Macromedia Flash** (Free 30-day Trial)- http://www.macromedia.com/software/trial_download/
- ♦ **Macromedia FreeHand 10** (Free 30-day Trial)- http://www.macromedia.com/software/trial_download/
- ♦ **Macromedia Director Shockwave Studio** (Free 30-day Trial)- <http://www.macromedia.com/software/director/trial>
- ♦ **Create Adobe PDF Online-** <https://createpdf.adobe.com/index.pl/1053155004.22513?BP=IE>

Miscellaneous Tools

A.S.C.T.- A popular utility that is designed to make it easy to create screenshots of games, or applications that are running on your PC.

CrossArtist- This Program is a rich-media design tool that makes it easy for creative professionals to create interactive, cross-platform content.

META Builder- This site will generate HTML META tags suitable for inclusion in your HTML document.

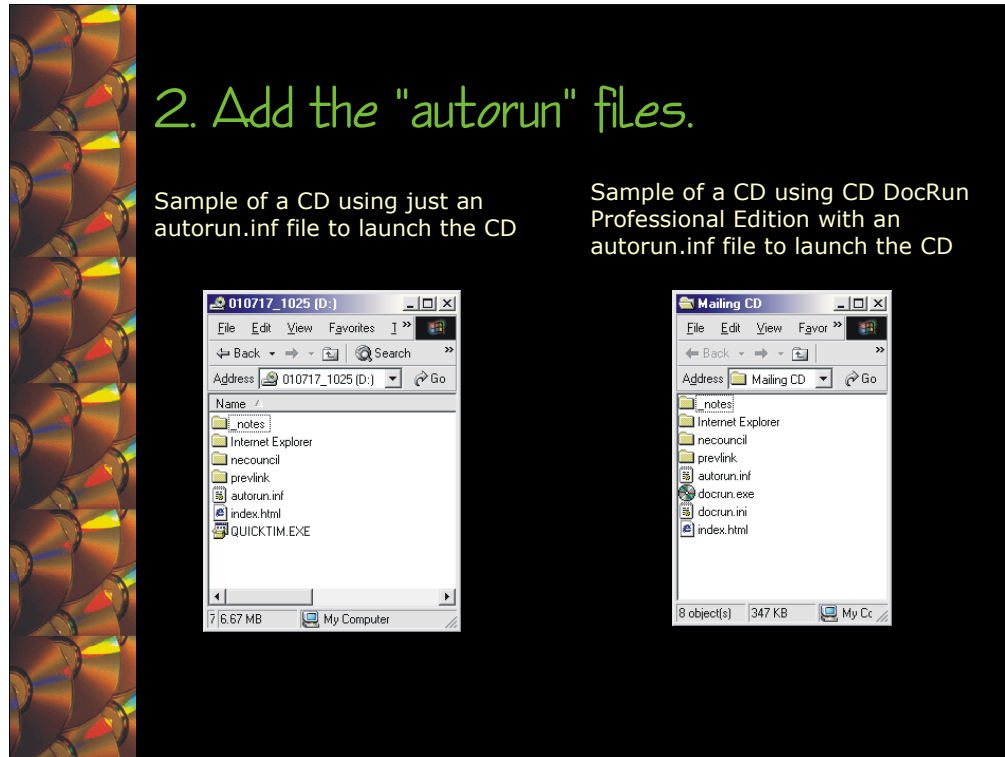
Macromedia Fireworks (Free 30-day Trial)- Quickly create original web graphics and interactivity, from simple graphical buttons to complex rollover effects and pop-up menus.

Macromedia Flash (Free 30-day Trial)- Powerful video, multimedia and application development features allow the creation of rich user interfaces, online advertising, eLearning courses and enterprise application front-ends.

Macromedia FreeHand 10 (Free 30-day Trial)- Create extraordinary illustrations, lay out graphics-rich print documents in a unique multi-page workspace, design web site storyboards, and add animation and interactivity to bring your designs to life online.

Macromedia Director Shockwave Studio (Free 30-day Trial)- This studio combines interactive 2D and 3D animation, RealVideo, RealAudio, Macromedia Flash, MP3, QuickTime, bitmaps, vectors, text, fonts, and more to create streaming interactive multi-user content.

Create Adobe PDF Online- Try out this Web-based service with their free trial offer. Register, and you can convert five documents into Adobe Portable Document Format files for free. Supported formats include Microsoft Office files, Web pages, graphics formats, and others. Uploaded files are limited to 100 MB and a 10-minute processing time.



2. Add the "autorun" files.

Setting up the autorun files can either be a very simple process or a fairly complicated one depending on the method you select to accomplish the task. There are a number of free or low-cost tools to help you accomplish your goal.

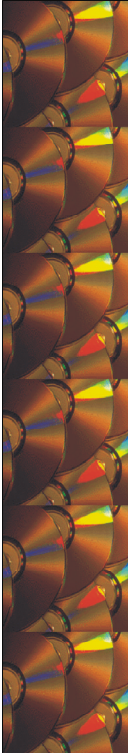
Each of these tools calls upon an intermediary program either on the computer or on the CD to instigate the Internet browser on the computer to launch and load the page directed in the autorun files.

The autorun files are placed in the base level of the CD, so they are recognized by the computer when loading. If you mistakenly place the files in a folder, the CD will not operate properly.

Your file layout should resemble either of the following examples:

- Sample of a CD using just an autorun.inf file to launch the CD
- Sample of a CD using CD DocRun Professional Edition with an autorun.inf file to launch the CD


Now that you have seen one basic example, are you ready to move on to another example?



2. Add the "autorun" files.

You can see additional examples of how the files are set up by following these instructions:

1. Insert any program disk, such as Microsoft Office, CorelDraw, Adobe Acrobat, the Nebraska Alcohol and Drug Information Clearinghouse Resource CD, etc. (We will use Adobe Acrobat 5.0 for this example.) Close the menu that opens



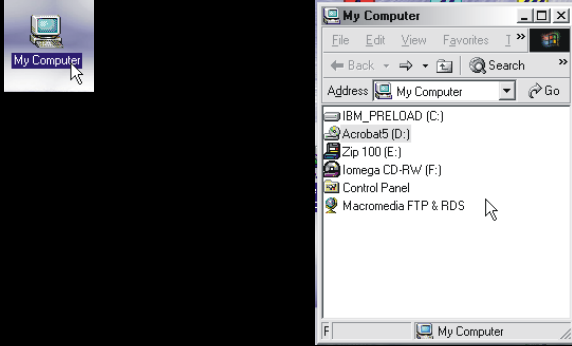
2. Add the "autorun" files.

You can see additional examples of how the files are set up by following these instructions:

1. Insert any program disk, such as Microsoft Office, CorelDraw, Adobe Acrobat, the Nebraska Alcohol and Drug Information Clearinghouse Resource CD, etc. (We will use Adobe Acrobat 5.0 for this example.) Close the menu that opens

2. Add the "autorun" files.

2. Open "My Computer" 3. Right click on the CD drive letter that you put the CD in.



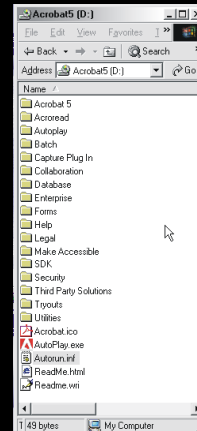
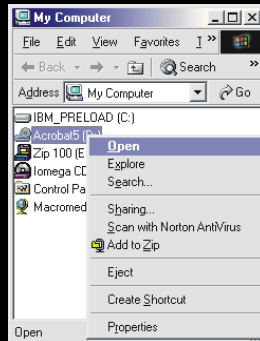
2. Add the "autorun" files.

2. Open "My Computer"

3. Right click on the CD drive letter that you put the CD in.

2. Add the "autorun" files.

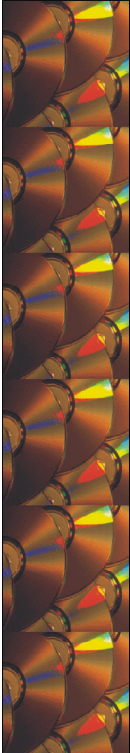
4. Select "Open" from the menu 5. Look for a file named autorun.inf



2. Add the "autorun" files.

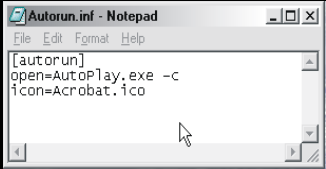
4. Select "Open" from the menu

5. Look for a file named "autorun.inf"



2. Add the "autorun" files.

6. Double click on the "autorun.inf" file name to open it in Notepad. What you see here are the very basic instructions that the INF file is giving the computer. This generally tells the program to open an EXE or HTML file and may indicate which icon to display. The "autorun.inf" file may also contain other instructions on how to present other files.

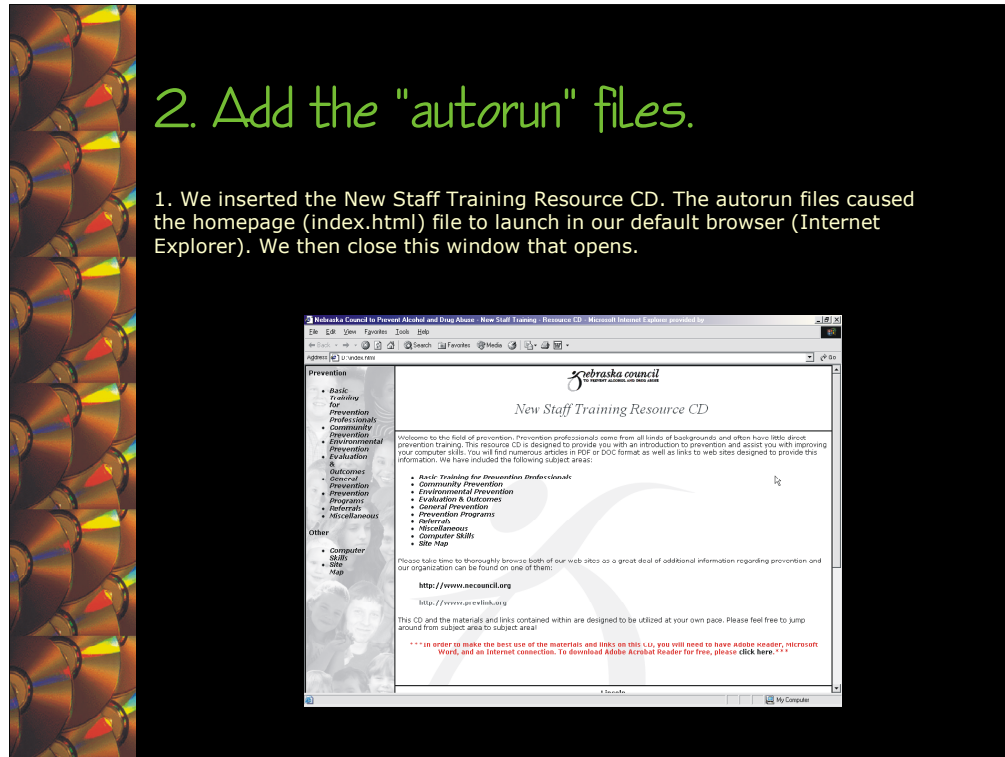


2. Add the "autorun" files.

6. Double click on the "autorun.inf" file name to open it in Notepad.

What you see here are the very basic instructions that the INF file is giving the computer. This generally tells the program to open an EXE or HTML file and may indicate which icon to display. The "autorun.inf" file may also contain other instructions on how to present other files.

Let's examine another example.



2. Add the "autorun" files.

1. We inserted the New Staff Training Resource CD. The autorun files caused the homepage (index.html) file to launch in our default browser (Internet Explorer). We then close this window that opens.

2. Add the "autorun" files.

In this example, we will use a CD created in-house utilizing the autorun program CD DocRun Professional Edition which directly launches a program, document or URL you specify when someone inserts your CD in their computer. It will launch the document in the user's default associated program for that document type, which in this case is Microsoft Internet Explorer. This CD is composed of web pages containing graphics, text, and hyperlinks. We have elected to use CD DocRun (\$20) for our CDs because it is simple to use, inexpensive, and works with Windows 95, 98, 2000, Millennium, and XP on our IBM format computers.


http://www.timeless.co.zw/soft_cddrpro.cfm

<http://www.timeless.co.zw/software.cfm>

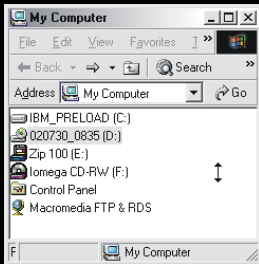
1. We inserted the New Staff Training Resource CD. The autorun files caused the homepage (index.html) file to launch in our default browser (Internet Explorer). We then close this window that opens.

2. Add the "autorun" files.

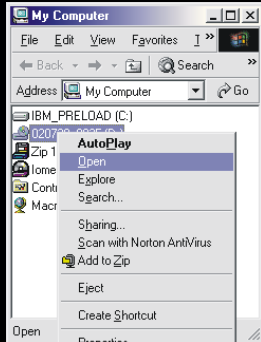
2. Next, we open "My Computer" by double-clicking on it twice.



3. The next window opens showing the available drives. We then right click on the D drive that we had put the CD in.



4. We then selected "Open" from the menu.

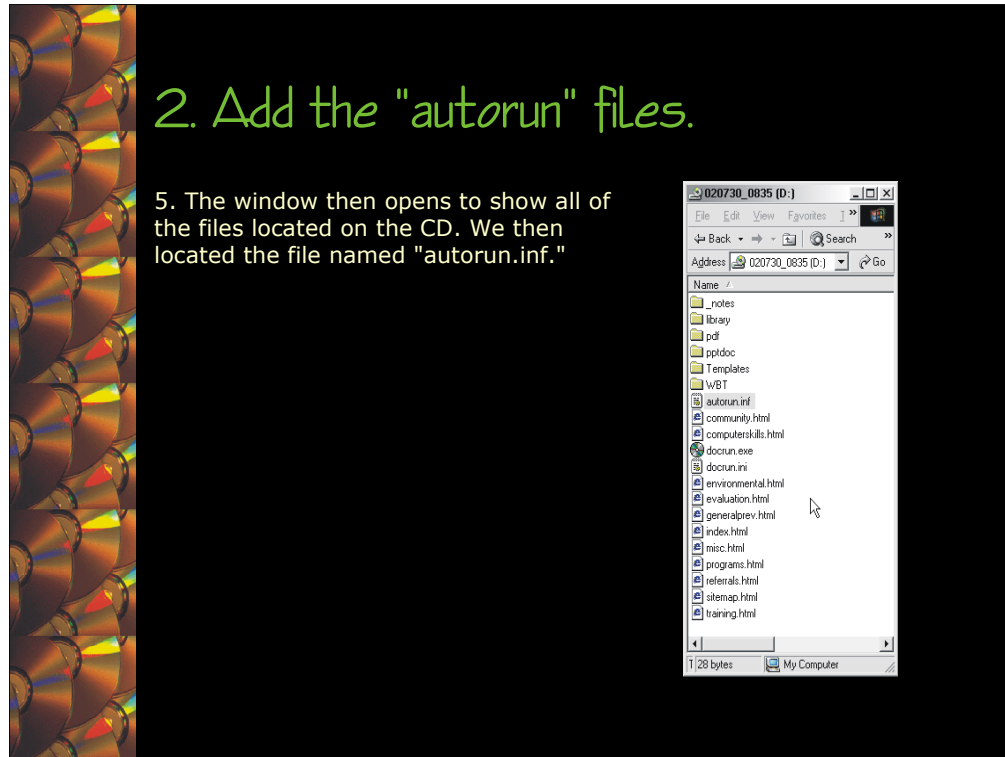


2. Add the "autorun" files.

2. Next, we open "My Computer" by double-clicking on it twice.

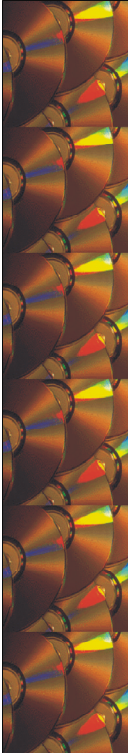
3. The next window opens showing the available drives. We then right click on the D drive that we had put the CD in.

4. We then selected "Open" from the menu.



2. Add the "autorun" files.

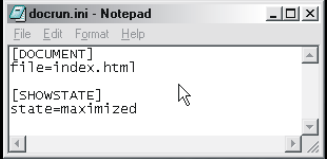
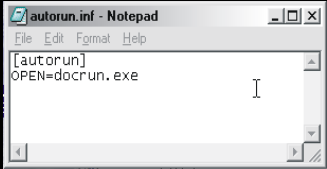
5. The window then opens to show all of the files located on the CD. We then located the file named "autorun.inf."



2. Add the "autorun" files.

6. By double clicking on the "autorun.inf" file name we were able to open it in Notepad and see the instructions to the computer. In this case, we have told then computer to launch the "docrun.exe" program which contains additional instructions for opening the home page (index.html) file.

We then returned to the previous window and double clicked on the docrun.ini file that contains the information the docrun.exe file requires to launch our homepage (index.html) file. We also have told it that we want the page to fill the entire screen when it launches as indicated by the "state=maximized" line.



2. Add the "autorun" files.

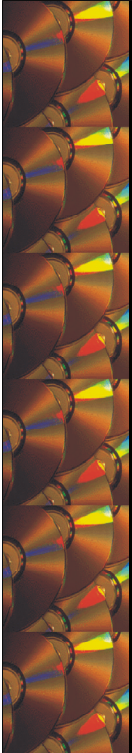
6. By double clicking on the "autorun.inf" file name we were able to open it in Notepad and see the instructions to the computer. In this case, we have told then computer to launch the "docrun.exe" program which contains additional instructions for opening the home page (index.html) file

We then returned to the previous window and double clicked on the docrun.ini file that contains the information the docrun.exe file requires to launch our homepage (index.html) file. We also have told it that we want the page to fill the entire screen when it launches as indicated by the "state=maximized" line.

This example was of one of our new very basic CDs created in two days!

Ready to learn more?

Let's look at the tools!



2. Add the "autorun" files.

- ♦ **CD DocRun Professional Edition** - http://www.timeless.co.zw/soft_cddrpro.cfm or <http://www.timeless.co.zw/software.cfm>
- ♦ **CD AutoRun Professional Edition-** http://www.timeless.co.zw/soft_cdarpro.cfm or <http://www.timeless.co.zw/software.cfm>
- ♦ **PPPCD™** - http://www.bhwhost.com/tcb_software/pppcd.html
- ♦ **Autorun Software Central** - <http://www.pollensoftware.com/autorun/index.html>
- ♦ **UF AutoRun Creator** - <http://www.ufworld.com/ufautorun/index.htm>
- ♦ **Quick Menu Builder** - <http://quickmenubuilder.free.fr/Menu.php>

Autorun programs come in a variety of formats to meet various needs. You can simply have an html document launch, you can use a splash screen, or you may choose to use a menu. Each program comes with its own instructions for making the files work with your particular situation. Be sure to read and follow the instructions carefully!

CD DocRun Professional Edition - It directly launches a program, document or URL you specify when someone inserts your CD in their computer. It will launch the document in the user's default associated program for that document type. It does not have a splash screen (\$20)

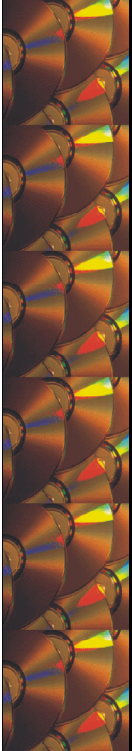
CD AutoRun Professional Edition- It pops up a splash screen that you design when someone inserts your CD in their computer. This program is for people who master/burn/write their own CDs. It is very customizable and allows you to have buttons with normal, mouseover and mousedown states. You can also customize the sounds for the start of the program (when the CD gets inserted), when buttons are moved over (you can have an individual sound per button), and when buttons are pressed (once again, you can have a sound per button). (\$25)

PPPCD™ - PPPCD is a FREE system that will let you turn any PowerPoint compatible presentation into an autorun compact disc. Simply add your presentation files to the specified directory, rename the main file and burn the system to a CD. The CD will play your presentation when the user loads it into a CD player. If the user does not have PowerPoint, or the PowerPoint Viewer installed he, or she will be prompted to install the viewer.

Autorun Software Central - With our Autorun/ Autoplay programs you can easily add the ability for your recorded CDs to take advantage of the Autorun/ Autoplay features of Microsoft Windows (95 & up).

UF AutoRun Creator - Add UF AutoRun files to your CD-Rs to start html pages automatically in Microsoft Windows.

Quick Menu Builder - You create a menu like a skin, and you can affect an action to each button. (Explore folder, Execute program, Open Document, Open multimedia file, Play Sound, Link URL, E-mail...). The executable menu created runs on every version of windows.



3. Burn the CD.

- ♦ Check all of your web site links before thinking about burning the CD!
- ♦ Make sure you move the files out of the base folder to be burned to the CD.
- ♦ Insert your newly created CD into your CD-ROM drive and wait a minute to see if it launches. Now take it to other computers around your office or to a friend's house and try it out in their computer.
- ♦ Once everything checks out positively for you, make your copies and distribute your new product!

3. Burn the CD.

OK, I'm sure you know that you need a CD burner on your computer to make this all come together, but there are a couple of pointers which will make this a whole lot easier that I'll share with you.

Check all of your web site links before thinking about burning the CD! You don't want to find out later that you have broken links, especially after you've burned 25 copies of your great new CD.

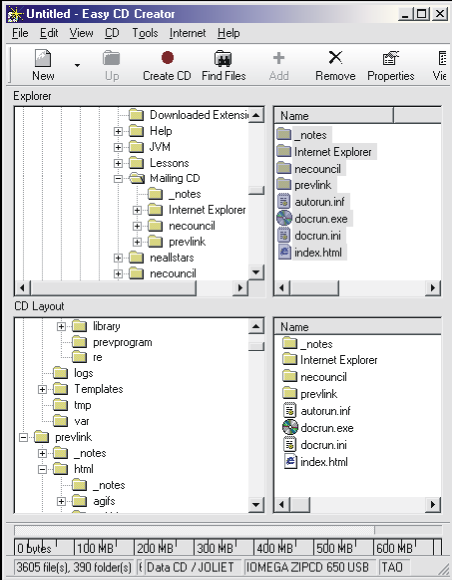
Make sure you move the files out of the base folder to be burned to the CD. Do not move the whole folder. The computer will not be able to find the autorun file if it's hiding in a folder.

Make sure that your autorun file is operating like it should by having the computer run it before making any additional copies. Insert your newly created CD into your CD-ROM drive and wait a minute to see if it launches. Now take it to other computers around your office or to a friend's house and try it out in their computer. You want to try it out with as many different versions of Windows as possible!

Once everything checks out positively for you, make your copies and distribute your new product!

3. Burn the CD.

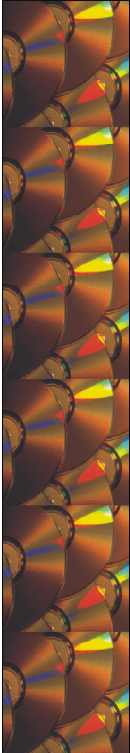
- ◆ You want your file list to look like it does in this example under Name on the right hand side. This will create a CD that autoruns and launches like it should!



The screenshot shows the 'Easy CD Creator' interface. The 'Explorer' pane on the left shows a directory structure with folders like 'Help', 'JVM', 'Lessons', 'Mailing CD', 'Internet Explorer', 'necouncil', 'prevlink', and 'neallstars'. The 'CD Layout' pane on the right shows a file list with columns for 'Name' and 'Size'. The file list includes: '_notes', 'Internet Explorer', 'necouncil', 'prevlink', 'autorun.inf', 'docrun.exe', 'docrun.ini', and 'index.html'. The status bar at the bottom indicates '3605 file(s), 390 folder(s)' and 'Data CD / JOLIF'.

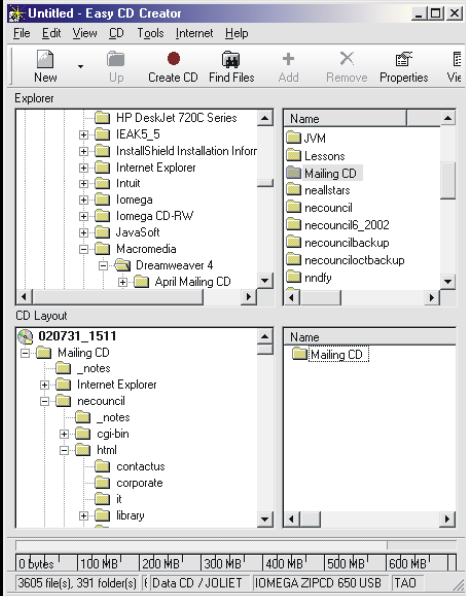
3. Burn the CD.

You want your file list to look like it does in this example under Name on the right hand side. This will create a CD that autoruns and launches like it should!



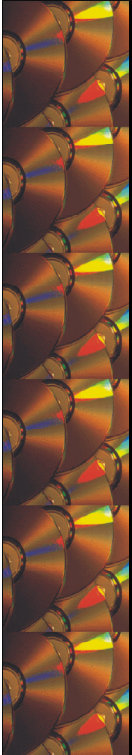
3. Burn the CD.

♦ You DO NOT want your file list to look like it does in this example under Name on the right hand side. This CD will not autorun like you want because all the computer can see is the file folder!



3. Burn the CD.

You DO NOT want your file list to look like it does in this example under Name on the right hand side. This CD will not autorun like you want because all the computer can see is the file folder!



The End

- ◆ You can use the methods presented for more than making your web site portable. This same type of layout method can be used to create e-learning products, such as this one, and other CD-ROM products that contain html, PDF, JPG, GIF, PNG, DOC, TXT, RTF, ZIP, PowerPoint and other files!
- ◆ You are only limited by your imagination and resources.

The End

You can use the methods presented for more than making your web site portable. This same type of layout method can be used to create e-learning products, such as this one, and other CD-ROM products that contain html, PDF, JPG, GIF, PNG, DOC, TXT, RTF, ZIP, PowerPoint and other files!

You are only limited by your imagination and resources.



Creating An HTML-Based CD-ROM

Karie Barrett
Information & Technology Director
kariebarrett@aol.com

Nebraska Alcohol and Drug Information Clearinghouse
Nebraska State RADAR Network Center
E-Mail: info@prevlink.org
Web Site: <http://www.prevlink.org>
Phone: 800-648-4444 or 402-474-1992

Nebraska Council to Prevent Alcohol and Drug Abuse
Address: 650 J Street, Suite 215, Lincoln, NE 68508
E-Mail: info@necouncil.org
Web Site: <http://www.necouncil.org>
Phone: 402-474-0930
Fax: 402-474-0323